BRAND GUIDELINES · QUICK REFERENCE

USING THE ZONE BRAND

LOGOS

PRIMARY · LIGHT BACKGROUNDS

WHITE KNOCKOUT · DARK / PHOTO

RUNNER MARK · PROFILE PHOTOS

COLORS

Zone Blue	Navy	Black	Gray	White
#0099D8	#1C2258	#000000	#9B9B9B	#FFFFFF
RGB 0 153 216	RGB 28 34 88	RGB 0 0 0	RGB 155 155 155	RGB 255 255 255

TYPOGRAPHY

WHERE FITNESS BECOMES FAMILY

Montserrat. Headlines in uppercase, bold or extra-bold. Body copy in regular weight.

VOICE

COMMUNITY · FAMILY ATMOSPHERE · NO JUDGEMENT · POSITIVE · SUPPORTIVE

Welcoming and encouraging, never intimidating or corporate. "We really are a gym where fitness becomes family."

DO

- Use the primary logo on white or light backgrounds.
- Use the white knockout on navy, black or photos.
- Leave clear space around the logo equal to the height of the “Z”.
- Keep layouts clean with bold uppercase headlines.

DON'T

- Stretch, rotate, recolor or add effects to the logo.
- Place the primary logo on busy or dark backgrounds.
- Use colors outside this palette.
- Use the gold Premier logo unless asked. Request that file separately.